



<i>COUNCIL AGENDA</i>	
Date: <u>November 18, 2024</u>	Item: <u>9.3.</u>



**DISTRICT OF WEST VANCOUVER**  
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

## COUNCIL REPORT

Date:	November 5, 2024
From:	Christie Rosta, Cultural Services Manager
Subject:	Proposed Streetlight Banner Policy and Proposed Streetlight Banner Procedure
File:	3006-02

### RECOMMENDATION

THAT

1. Streetlight Banner Policy 0282-20-0109, as approved on April 26, 2021, be rescinded; and
2. proposed Streetlight Banner Policy 0282-20-0109 and proposed Streetlight Banner Procedure 0282-20-0110 attached to this report dated November 5, 2024 from the Cultural Services Manager, be approved.

#### 1.0 Purpose

To seek Council’s approval on proposed revisions to the Streetlight Banner Policy (Policy) (**Appendix A**) and Streetlight Banner Procedure (Procedure) (**Appendix B**). The Policy will provide a framework to guide the approval process for requests to install banners on streetlights throughout the District of West Vancouver (District), and the Procedure guides the operation of the Policy.

#### 2.0 Legislation/Bylaw/Policy

The existing Policy 0282-20-0109 (**Appendix C**) is being updated and the Procedure 0282-20-0110 related to the Policy is new.

#### 3.0 Council Strategic Objective(s)/Official Community Plan

Enhancing public facilities and space

- 2.8.14 Create and maintain public spaces in town and village centres and establish centre-specific public realm guidelines that consider art, culture and diversity.
- 2.8.15 Support an expanded variety of community activities ranging from community-wide events and smaller private events through policy, facilities and grants as appropriate.

## 4.0 Financial Implications

The proposed Policy and corresponding proposed Procedure do not have financial implications for the District. The District is responsible for the installation and maintenance of the banner hardware on streetlights, except in unique instances where there is a request by an organization or business association to install additional hardware in specific areas. The installation and removal of streetlight banners is on a cost recovery basis.

## 5.0 Background

The District's Streetlight Banner Policy was adopted by Council in April 2021. This document is being updated to better distinguish overarching principles as set out in the Policy. The proposed Procedure is intended to support the specific processes and practices to guide the implementation of the Policy.

The District has utilized streetlight banners to mark the celebration and commemoration of various events including the West Vancouver Community Cultural Fest (formerly Community Day), Harmony Arts Festival, Coho Festival, and Remembrance Day. Streetlight banners are also used to identify local areas and welcome the change in seasons. Streetlight banners contribute to the beautification of the District's town and village centres.

There has been increased demand for streetlight banners from the Ambleside Dundarave Business Improvement Association (ADBIA) and various community organizations coordinating special project, fundraising campaigns, and local community events.

### 5.1 Previous Decisions

Council, at its December 14, 2020 regular meeting, passed the following resolution:

*THAT consideration of proposed Streetlight Banner Policy 0109 be deferred until January 2021 to allow for further consultation with the West Vancouver Chamber of Commerce and the Ambleside Dundarave Business Improvement Association.*

Council, at its April 26, 2021 regular meeting, passed the following resolution:

*THAT proposed "Streetlight Banner Policy 0109" be:*

- 1. altered by adding to sections 6.1(a) and (b) the Economic Development position; and*
- 2. approved as altered.*

### 5.2 History

For over 25 years, annual event and seasonal streetlight banners have been installed on streetlights throughout the District. The banner program started in Ambleside along the 1300–1900 blocks of Marine Drive. The

program expanded with additional streetlight banner arms installed throughout the District through initiatives by the local business areas, the Cultural Capital designation in 2006, and major events such as the Vancouver 2010 Olympic and Paralympic Winter Games, and West Vancouver's 2012 Centennial Celebration. Prominent locations include:

- local business areas (e.g. Park Royal, Ambleside, Dundarave, and Horseshoe Bay);
- parks (e.g. Ambleside Park, and the Centennial Seawalk); and
- neighbourhoods (e.g. British Pacific Properties).

## **6.0 Analysis**

### **6.1 Discussion**

The changes to the proposed Policy and the introduction of a Procedure align with the District's corporate standards. The Policy is overarching, allowing for the inclusion of an associated Procedure to guide operations.

The proposed Policy has been updated to better define the framework for considering and approving community streetlight banners in the public realm.

The proposed Procedure outlines the operational process for booking streetlight banner locations and sets out expectations for design approval, production, preparation, and the process for installation and removal of the banners. The Procedure also outlines the roles and responsibilities between the District and organizations requesting to install banners.

### **6.2 Climate Change & Sustainability**

Streetlight banners can be made from 100% recycled or other eco-friendly fabric. A banner's typical lifecycle is two to five years, impacted by factors such as weather, passing vehicles, and theft. At the end of their lifecycle, banners can be recycled and transformed into reusable bags or other products.

### **6.3 Public Engagement and Outreach**

The annual schedule and space allocations for the Streetlight Banner Program is confirmed by the Streetlight Banner Partner User Group. This group is comprised of staff from the District's Cultural Services Department, and representatives from local business associations, organizations or groups, and District partners that use the streetlight banner poles.

The three most common uses for streetlight banners in the District are:

- banners produced by business and neighbourhood associations to identify areas such as the Ambleside Town Centre, Dundarave Village, Horseshoe Bay Business District, and British Pacific Properties;
- banners produced by community and charitable groups to promote local events, festivals, or fundraising initiatives such as the Coho

Festival, Ambleside Artisan Farmers' Market, or the West Vancouver Foundation "Give Where You Live" campaign; and

- banners produced by the District to recognize national events such as National Indigenous Peoples Day, Canada Day, and Remembrance Day, as well as to promote special events such as the West Vancouver Community Cultural Fest and Harmony Arts Festival, and District facilities like the West Vancouver Art Museum.

#### 6.4 Other Communication, Consultation, and Research

Research was conducted to determine best practices in other municipalities for the approval and installation process of streetlight banners.

### 7.0 Options

#### 7.1 Recommended Option

1. Streetlight Banner Policy 0282-20-0109, as approved on April 26, 2021, be rescinded; and
2. proposed Streetlight Banner Policy 0282-20-0109 and proposed Streetlight Banner Procedure 0282-20-0110 attached to this report dated November 5, 2024 from the Cultural Services Manager, be approved.

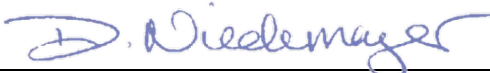
#### 7.2 Considered Options

Council may request further information or provide alternate direction.

### 8.0 Conclusion

This report seeks Council's approval to rescind the current Streetlight Banner Policy and approve the proposed Streetlight Banner Policy and proposed Streetlight Banner Procedure.

Author:   
\_\_\_\_\_  
Christie Rosta, Cultural Services Manager

Concurrence:   
\_\_\_\_\_  
Doti Niedermayer, Senior Manager, Cultural Services

#### Appendices

Appendix A: Proposed Streetlight Banner Policy 0282-20-0109

Appendix B: Proposed Streetlight Banner Procedure 0282-20-0110

Appendix C: Existing Streetlight Banner Policy 0282-20-0109

Title: Streetlight Banner  
Division: Parks, Culture & Community Services  
Policy Number: 0109  
File Number: 0282-20-0109

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## 1. Purpose

- 1.1. To provide a framework to guide the approval process for the installation of streetlight banners placed on street poles within the public right-of-way.

## 2. Scope

- 2.1. This policy applies to individuals, non-profit organizations, business associations, businesses, local community groups, event organizers, and District staff; seeking to install streetlight banners within the District of West Vancouver and outlines the permitted uses, application criteria, content restrictions, and design standards.

## 3. Definitions

- 3.1. **Streetlight Banner or Banner** is defined as a lightweight fabric display sign within the public right-of-way which is used for decorative and/or informative purposes installed on a streetlight pole on a temporary basis.
- 3.2. **Special Events or Events** are defined for the purposes of this Policy as assemblies or activities designed for community participation, or a significant audience for durations ranging from hours to days. These events may be produced by the District, a non-profit organization, local community groups, businesses, or partnerships. Examples include community celebrations, festivals, concerts, tournaments, foot and bicycle races, and fundraising activities.
- 3.3. **District** is defined for the purposes of this Policy as the District of West Vancouver Council and/or authorized staff.

## 4. Policy Statement

- 4.1. The District recognizes the benefit of streetlight banners and permits the installation as a tool for fostering community engagement, enlivening public spaces, and promoting business in town and village centres, as well as special events and activities aligned with the District's vision. The use of streetlight banners is intended to enhance and complement the surrounding neighbourhood and natural environment.
- 4.2. The District reserves the right to reject any streetlight banner application that does not comply with District policies, bylaws, or branding standards. This includes banners that depict racism, discrimination, violence, or hatred. Banners shall not promote a point of

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view or organization of a political, ethical, religious nature, nor directly encourage or exhibit obvious indifference to unlawful behaviour.

- 4.3. Streetlight banners may not be installed in locations where it restricts access or visibility of regulatory or warning street signage and shall not impede vehicular traffic.
- 4.4. No commercial advertising will be permitted, except in cases where a sponsoring entity's name is associated with the event. In such cases, the sponsor's name and logo may occupy no more than 25% of each banner area.
- 4.5. Streetlight banners shall be designed to complement the surrounding neighbourhood and natural environment, ensuring they enhance rather than detract from the area.
- 4.6. The number of streetlight banners that may be installed is dependent on the proposed banner locations and is subject to District approval.

### 5. Authority

5.1. Final approval will be granted by the:

- Director, Community Relations & Communications or designate; and
- Director, Engineering & Transportation Services or designate; and
- Director, Parks, Culture & Community Services or designate.

### 6. Related Policies or Procedures

6.1. Streetlight Banner Procedure 0110

### 7. Approval

<b>Approved by</b>	<input type="checkbox"/> CAO	<input checked="" type="checkbox"/> Mayor and Council
<b>Approval date</b>	2021/04/26	
<b>Council minutes eDocs # (Council Policies only)</b>	4242293	
<b>Council report eDocs # (Council Policies only)</b>	3860559	
<b>Signature</b>		

<b>Replaced by</b>	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
<b>Replacement date</b>	Click here to enter a date.	
<b>Council minutes eDocs #</b>		

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(Council Policies only)	
<b>Council report eDocs #</b> (Council Policies only)	
<b>Replacement description</b>	
<b>Signature</b>	X _____

**8. Additional Information**

<b>Category</b>	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
<b>Related procedure</b>	<input checked="" type="checkbox"/> Yes (0282-20-0110)	<input type="checkbox"/> No
<b>Date of last review</b>	2024	

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Title: Streetlight Banner  
Division: Parks, Culture & Community Services  
Procedure Number: 0110  
File Number: 0280-20-0110

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## 1. Governing Policy

- 1.1. This procedure is associated with Streetlight Banner Policy 0109.

## 2. Scope/Application

- 2.1. This procedure applies to individuals, non-profit organizations, business associations, businesses, local community groups, event organizers, and District staff in applying for approval for the installation of streetlight banners within the District of West Vancouver.

## 3. Procedure

- 3.1. All streetlight banners in West Vancouver require District approval through the application process. Design requirements and authorized locations are detailed in the Streetlight Banner Guidelines.
- 3.2. A streetlight banner application must be completed and submitted with any applicable fees at least four months and no more than 12 months before the desired installation date.

The application must include the following items:

- A description of event/venue or activity for banner installation;
- Preferred installation and removal dates;
- Preferred banner locations, as defined in the Streetlight Banner Guidelines; and
- The proposed banner design, including all colour, text, and graphic content, as outlined in the Streetlight Banner Guidelines.

Approval will be based on these criteria:

- Compliance with Streetlight Banner Policy 0109; and
- Completeness of application.

- 3.3. Applications will be considered in the order in which they are received, with priority given to District-produced events and events of national significance, such as: West Vancouver Community Cultural Fest (May/June), National Indigenous Peoples Day (June), Canada Day (June/July), Harmony Arts Festival (July/August), and Remembrance Day (November), This priority applies regardless of the date applications are received.

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- 3.4. The three-month period from mid-November to the end of January is reserved exclusively for banners reflecting winter season related designs, local area events, or activities that align with winter season streetscape decorations.
- 3.5. Approval of submitted applications are not guaranteed. In cases of multiple applications for the same date range, the District banner allocation criteria outlined in the Streetlight Banner Guidelines will be applied.
- 3.6. Applicants will receive written confirmation of approval or denial within four weeks of application receipt.
- 3.7. A banner design and installation dates may be approved for up to two consecutive years without the need to re-apply. Applicants must confirm their interest in installation for the second year.
- 3.8. Applicants are responsible for the full cost of banner production, as well as for cleaning and repairing banners upon removal. Applicants retain full ownership of the banners.
- 3.9. Applicants may request installation on streetlights without existing mounting hardware, subject to District approval. Applicants will bear the costs for mounting hardware and installation, which become District property.
- 3.10. Banners must be delivered to an agreed District location at least ten business days prior to the installation date.
- 3.11. Banners may only be installed and removed by the District or approved designate, paid for on a fully cost recoverable basis by the applicant.
- 3.12. Banners may be displayed for a maximum of 60 days, per event or activity, depending on demand for banner locations. Requests for extension may be submitted in writing to the District.
- 3.13. The District is not responsible for any damage to banners while displayed on District property.
- 3.14. Banners may be removed before the end of the authorized installation period to address unforeseen circumstances; such as necessary street work, temporary film productions, or if a banner poses a hazard. This removal will occur without prior notice at the District's discretion.
- 3.15. Removed banners must be picked up within seven days unless otherwise agreed upon. The District assumes no responsibility for unclaimed banners, which will be discarded or recycled after 30 days.

## 4. Approval

<b>Approved by</b>	<input type="checkbox"/> Municipal Manager	<input type="checkbox"/> Mayor and Council
<b>Approval date</b>	<a href="#">Click here to enter a date.</a>	
<b>Council minutes eDocs # (Council Procedures only)</b>	n/a	

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<b>Council report eDocs # (Council Procedures only)</b>	n/a
<b>Signature</b>	<div style="text-align: center; border-bottom: 1px solid black; margin-bottom: 5px;">X</div>

**5. Additional Information**

<b>Category</b>	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
<b>Date of last review</b>	2024	

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**POLICY**

Title: Streetlight Banner  
 Division: Parks, Culture & Community Services  
 Policy Number: 0109  
 File Number: 0282-20-0109

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## 1.0 Purpose

- 1.1 Streetlight banners are intended to enhance and complement the surrounding neighbourhood and natural environment, contributing to the overall quality of life in the community.
- 1.2 To provide a framework to guide the design approval, installation, maintenance, and removal of streetlight banners placed on street poles located on public property in the District of West Vancouver.

## 2.0 Scope

- 2.1 This policy applies to the design approval, installation, maintenance, and removal of banners placed on streetlights located on public property in the District of West Vancouver. The Design Guidelines are set out in Schedule A of this Policy.

## 3.0 Definitions

- 3.1 **Streetlight Banner or Banner** is defined as a lightweight display sign within the public right-of-way which is used for decorative and/or informative purposes installed on a streetlight on a temporary basis.
- 3.2 **Special Events or Events** are defined for the purposes of this Policy as assemblies or activities for community participation, or a significant potential audience ranging in time from hours to days, produced by the District, a non-profit organization, local community groups, businesses, or a combination of partnerships. The definition includes but is not limited to, community celebrations, festivals, concerts, and events like tournaments, foot and bicycle races, and fundraising functions.
- 3.3 **District** is defined for the purposes of the Streetlight Banner Policy as the District of West Vancouver Council and/or the authorized staff.

## 4.0 Goals

The goals of this Policy are to:

- a) define a process for considering and approving community streetlight banners in the public realm;

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- b) create a process and procedure for approving the streetlight banner applications; and
- c) recognize the benefit of streetlight banners to the community.

## 5.0 Policy Statement

- 5.1 The District recognizes the benefit of streetlight banners to animate the community and to promote business town and village centres, special events, or activities consistent with the vision of the District. Promotion of these business town and village centres, events, or activities is intended to enhance and complement the surrounding neighbourhood and natural environment.
- 5.2 Streetlight banners may be permitted to promote civic, charitable, or community-oriented special events or occasions which are held to benefit the community at large; to enhance the identity of business town and village centres and neighbourhoods; and to create more dynamic and attractive public spaces.
- 5.3 The District reserves the right to reject any applications for streetlight banners that does not comply with District of West Vancouver policies, bylaws, or branding; and depict racism, personal discrimination, violence, or hatred. Banners shall not promote a point of view or organization of a political, ethical, religious nature, or directly encourage or exhibit obvious indifference to unlawful behaviour.
- 5.4 Streetlight banner applications must be made at least four months but not more than 12 months prior to the desired installation date. Applications must indicate preferred dates for installation and removal.
- 5.5 The District will make every effort to accommodate streetlight banner applications on availability and operational feasibility. Banner applications will be reviewed annually with priority given to national events such as Canada Day (June/July), and Remembrance Day (November); and events produced by the District such as Bridge Festival (May/June) and Harmony Arts Festival (July/August). Banner Allocation Guidelines are outlined in Schedule A.
- 5.6 The three-month period from mid-November to end of January is reserved exclusively for banners reflecting winter season related designs, local areas, events, or activities that align with winter season streetscape decorations.
- 5.7 Organizations requesting to install streetscape decorations throughout the year will be considered on an individual basis.
- 5.8 An application may be approved for the same banner design for up to two consecutive years without the need to re-apply. Applicants must confirm annually their interest to install for the second year.
- 5.9 No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the event. In such cases, no more than 25% of each banner area shall be used for the name and logo of the sponsor.
- 5.10 All West Vancouver streetlight banners require District approval through the streetlight banner application process. Details regarding design requirements and authorized locations are set out in Schedule B and C, respectively.

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- 5.11 Banners shall be designed to complement and not detract from the surrounding neighbourhood and natural environment.
- 5.12 The number of streetlight banners that may be installed is dependent on the proposed banner locations and subject to the approval of the District. Streetlight banner locations are identified in Schedule C.
- 5.13 Where multiple applications are received for the same installation areas, the District may only approve a portion of the installation request.
- 5.14 An applicant may request installation of banners on streetlights where mounting hardware is not installed based on approval of the District. The applicant will be responsible for the full costs of the mounting hardware and installation. The mounting hardware shall then become the property of the District.
- 5.15 Streetlight banners may be hung for a maximum of sixty (60) days, per event or activity, depending on the demand for banner locations. Requests for extension may be made in writing to the District.
- 5.16 The full cost of the production of the banners is the responsibility of the applicant and the applicant retains ownership of the banners.
- 5.17 Banners may only be installed, maintained, or removed by the District or approved designate, paid for on a fully cost recoverable basis by the applicant.
- 5.18 Banners may be removed prior to completion of the authorized installation without prior notice at the discretion of the District.
- 5.19 The applicant must pay all associated fees prior to the installation of the banners.


## 6.0 Authority

- 6.1 Authority is delegated to the listed designates for the requirements of this Policy:
  - a) The Integrated Special Events Team, a collaborative group of members of staff representing the following departments will review all applications on a first come-first served basis with priority given to events produced by the District and provide a recommendation for final consideration to ensure compliance with the District's policies, bylaws, and branding:
    - Blue Bus
    - Bylaw & Licensing Services
    - Community Relations & Communications
    - Economic Development
    - Engineering & Transportation
    - Financial Services
    - Fire & Rescue Services
    - Parks, Culture & Community Services
    - West Vancouver Police
  - b) Final approval will be granted by the:
    - Director, Parks, Culture & Community Services;
    - Director, Community Relations & Communications;

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- Director, Engineering & Transportation Services; and
- Economic Development Staff.

## 7.0 Approval

<b>Approved by</b>	<input type="checkbox"/> CAO	<input checked="" type="checkbox"/> Mayor and Council
<b>Approval date</b>	2021/04/26	
<b>Council minutes eDocs # (Council Policies only)</b>	4242293	
<b>Council report eDocs # (Council Policies only)</b>	3860559	
<b>Signature</b>		

## 8.0 Additional Information

<b>Category</b>	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
<b>Related procedure</b>	<input checked="" type="checkbox"/> Yes (0282-20-0110)	<input type="checkbox"/> No
<b>Date of last review</b>	n/a	



## SCHEDULE A

### DISTRICT OF WEST VANCOUVER BANNER ALLOCATION GUIDELINES

To provide District staff with guidelines and criteria for the allocation of streetlight banners on District streets, at public facilities, and in parks.

#### **Streetlight Banner Partner User Group**

The Streetlight Banner Partner User Group will provide input and advice on the streetlight banner space allocation and other related streetlight banner matters, as identified by the Cultural Services Manager.

##### a) Representation

The Streetlight Banner Partner User Group shall be comprised of:

- the Cultural Services Manager and other District staff as required;
- one representative from District community partner organizations: West Vancouver Foundation, Coho Festival;
- one representative from each local business association: Ambleside Dundarave Business Improvement Association (ADBIA), Horseshoe Bay Business Association, Park Royal Shopping Centre, and the West Vancouver Chamber of Commerce; and
- if required, one representative from other banner user organizations/groups (e.g. West Van Run).

The respective organizations shall appoint their representatives. The Cultural Services Manager will invite District staff.

##### b) User Group Objectives

The Streetlight Banner Partner User Group shall meet in January of each year to review the annual calendar and make recommendations about the streetlight banner allocations for a two-year period starting April annually. Banners are permitted for up to two years before applicants must re-apply for consideration.

If throughout the year the District receives requests for banner installations, and after the annual calendar has been scheduled, requests will be considered if space is available.

The Senior Manager, Cultural Services (or designate) will consider the recommendations of the Streetlight Banner User Group and finalize the annual calendar.

## Criteria for Banner Allocation

Where there are competing requests for banner space allocations, the following criteria will be used:

- a) Order of Priority:
  1. District produced events and initiatives
  2. Events of national significance
  3. Partner organizations that have agreements with the District and are hosting events, programs, and initiatives
  4. Other community events, programs, or initiatives that bring benefit to the residents of West Vancouver and support District priorities
- b) Neighbourhood Impact: Banners deliver key messages and can inform and influence residents and visitors. Banners that support residents and businesses and have a strong connection to the local area will be given priority.
- c) Historical Use and Allocation: Previous allocations will be used as a factor to determine priority provided that continued need can be demonstrated by the user group.
- d) Past Performance: Past performance of each organization impact priority given when requesting a streetlight banner allocation. Organizations with a long-standing reputation for responsible use of the streetlight banner program will have higher priority. Examples that may impact future streetlight banner allocations include, but are not limited to, inconsistent use of previous allocations, late payments, inappropriate conduct, or ignoring policies.
- e) Maximizing Use of the Streetlight Banners: When two requests are received for the same area for the same duration, only a portion of the requested timeframe and location may be approved or another area with streetlight banners may be recommended.

## Appeal Procedure

An organization wishing to appeal an allocation decision should do so in writing to the Director, Parks, Culture & Community Services.

All appeals will be reviewed by the Director (or his/her designate). Following a review, a response will be provided within two weeks of receipt of the appeal.

## SCHEDULE B

### DESIGN GUIDELINES

The following guidelines are for reference purposes only. The District must approve all designs and specifications prior to production.

#### Materials

Materials should be selected for durability and dimensional stability such as recycled banner textile (Echotex), 200 Denier Nylon Fabric, or Vinyl/Vinyl Mesh. The use of recycled material is encouraged. A material sample shall be provided upon request to the District.

#### Colours

- Vivid and contrasting colours are preferred with enough value (light and dark) separation to provide reasonable legibility under different light conditions.
- Colour pigments or dyes should be selected for exterior applications and be resistant to fading or colour bleeding.
- Colours should be bold and able to stand out when viewed at a distance.

#### Graphics/Streetlight Banner Content

Streetlight banner content should graphically convey the message of the event or purpose in a simple manner using bold colours.

- Banners are hung over the sidewalk or 'house side' and should be designed accordingly.
- Text must be of a legible size for easy readability at a distance.
- There needs to be a minimum four (4) inch clearance of text and images at top and bottom of banner to accommodate pole sleeve.
- No commercial advertising is allowed, except in cases where a sponsoring entity's name is part of the event. In such cases, no more than 25% of the surface of the banner area shall be used for the name and logo of the sponsor.
- Streetlight banner content shall be subject to review and approval.

#### Streetlight Banner Dimensions

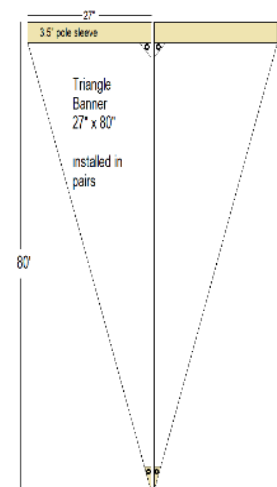
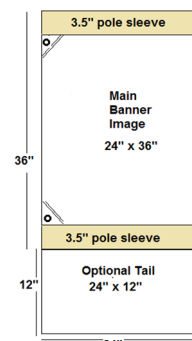
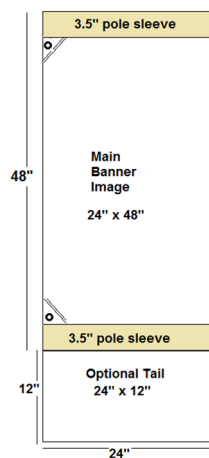
Depending on location, streetlight banners are one of three sizes. See Schedule B for detailed location and size chart.

- 24 inches wide (horizontal) x 48 inches high (vertical)
- 24 inches wide (horizontal) x 36 inches high (vertical)

Rectangular banners have an optional 24 inches wide (horizontal) x 12 inch high (vertical) tail.

- 27 inches wide (horizontal) x 80 inches high (vertical) – installed in pairs

Gussets and grommets required at top and bottom of each banner.



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## SCHEDULE C

### AUTHORIZED STREETLIGHT BANNER LOCATIONS

Location	Size in inches	Number of banner arms
Ambleside Landing - Near Ferry Building Gallery	24x48	4
Spirit Trail in Ambleside Park	24x48	36
Bellevue Avenue - 13th to 17th Street	24x48	20
Marine Drive - Taylor Way to Pound Road	24x48	34
Marine Drive - Pound Road to 13th Street	24x48	37
Marine Drive - 13th to 19th Street	24x48	62
14th Street - Marine Drive to Clyde Avenue	24x48	1
15th Street - Argyle Avenue to Duchess Avenue	24x48	8
16th Street - Bellevue Avenue to Duchess Avenue	24x48	3
17th Street - Bellevue Avenue to Duchess Avenue	24x48	1
18th Street - Argyle Avenue to Marine Drive	24x36	1
Centennial Sea Walk	27x80	80
Marine Drive - 24th to 25th Street *(Dundarave)	24x36	34
25th Street - Dundarave Park to Marine Drive	24x36	3
Gleneagles Community Centre Parking Lot	24x48	6
Horseshoe Bay - Royal Avenue & Bay Street	24x48	15